

INTERCOLLEGIATE BROADCASTING SYSTEM

706 Sanders Avenue
Schenectady 2, New York

March 25, 1952

Miss Marilyn Moss, Manager
Station WCSR
Smith College
Northampton, Massachusetts

Dear Sir:

We wrote you on March 3 concerning a sponsor who was interested in a half-hour program over your station.

As matters now stand, this sponsor, the General Electric Company, has started with six IBS stations, as explained in the enclosed news release.

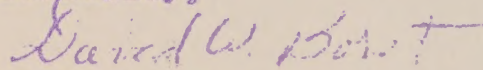
We are hopeful that in the fall the account will be renewed and expanded to include more stations. However, we cannot be sure which stations might be considered at that time.

Stations not listed on the IBS Rate Card are included in our sales efforts only when this is to the advantage of the stations which are listed. For instance, we would include such stations should a sponsor wish a large number of stations, or none at all, otherwise.

To have your station included in all of the Thomas F. Clark Company's sales efforts, you should take steps to have it listed on the Rate Card. Stations which are Members of IBS, or have applications for Membership pending, are the ones that we list.

We would like to correspond with you further about this.

Cordially,



David W. Borst
Operations Manager
Intercollegiate Broadcasting System

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Price 5 Cents

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